

Smart Media Group - Alexandria
814 King St
Alexandria VA 22314

Pat McCrory /R/ Governor/ NC
Submission Number 387 Issue 2



WSPA-TV
260 International Dr.
Spartanburg SC 29303-6698
(864) 576-7777 FAX (864) 587-4480

Original

Client: Pat McCrory /R/ Governor/ NC	Submission Cost: 19855	Campaign Ref: E:120703020
Buyer: NC	Client/Product/Estimate: MCCRO /ORDR /C22C28	Sales Rep: HRP Washington, DC
Schedule Dates: 10/22/12 to 10/28/12	Weeks: 1	Order Ref: 06217681
Est./PO Number: 06217681	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Product: McCrory 4 NC Gov	Booking Group: WSPA	Key Market: Greenville Spartanburg Asheville	19855
Demographic: (L) Household	Order:		

Ref	Sales Product Details	Rate	Spot Type	10/22	Total	Cost
1	M-F 3p ET / 2p CT Let's Make A Deal ...F..	150	30 Comme	Nbr of Spots 1	1	150
2	M-F 4-5p Judge Judy ...F..	225	30 Comme	Nbr of Spots 1	1	225
3	M-F 1135p ET / 1035p CT Late Show M.....	170	30 Comme	Nbr of Spots 1	1	170
4	M-F 3p ET / 2p CT Let's Make A Deal M.....	150	30 Comme	Nbr of Spots 1	1	150
5	M-F 4-5p Judge Judy M.....	225	30 Comme	Nbr of Spots 1	1	225
6	M-F 9a Dr Phil M.....	150	30 Comme	Nbr of Spots 1	1	150
7	Sat 10p ET / 9p CT 48 HoursS	600	30 Comme	Nbr of Spots 1	1	600
8	Sat 8-9p	400	30 Comme	Nbr of Spots 1	1	400
Weekly Totals: Total Spots(Ord Spots)				65	65	

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		Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	10/22	Total	Cost
9	Sat 9-10p S.	400	30 Comme	Nbr of Spots	1	400
10	M-F 1135p ET / 1035p CT Late Show T...	170	30 Comme	Nbr of Spots	1	170
11	M-F 3p ET / 2p CT Let's Make A Deal T...	150	30 Comme	Nbr of Spots	1	150
12	M-F 4-5p Judge Judy T...	225	30 Comme	Nbr of Spots	1	225
14	M-F 1135p ET / 1035p CT Late Show T...	170	30 Comme	Nbr of Spots	1	170
15	M-F 3p ET / 2p CT Let's Make A Deal T...	150	30 Comme	Nbr of Spots	1	150
16	M-F 4-5p Judge Judy T...	225	30 Comme	Nbr of Spots	1	225
17	Wed 10p ET / 9p CT CSI W...	1200	30 Comme	Nbr of Spots	1	1200
18	M-F 3p ET / 2p CT Let's Make A Deal W...	150	30 Comme	Nbr of Spots	1	150
19	M-F 4-5p Judge Judy W...	225	30 Comme	Nbr of Spots	1	225
20	M-F 9a Dr Phil	150	30 Comme	Nbr of Spots	1	150
Weekly Totals: Total Spots(Ord Spots)				65	65	

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Est./PO Number: 06217681	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	10/22	Total	Cost
21	Tue 10p ET / 9p CT Vegas T.....	1200	30 Comme	1	1	1200
22	Fri 10p ET / 9p CT Blue Bloods ...F..	1200	30 Comme	1	1	1200
23	M-F 1135p ET / 1035p CT Late Show ...F..	170	30 Comme	1	1	170
24	M-F 1230-2p ET CBS Soaps ...F..	260	30 Comme	1	1	260
25	M-F 5a News ...F..	60	30 Comme	1	1	60
26	M-F 530a News ...F..	140	30 Comme	1	1	140
27	M-F 6a News ...F..	250	30 Comme	1	1	250
28	M-F 730p Scene On 7 ...F..	250	30 Comme	1	1	250
29	M-F 8a CBS This Morning ...F..	110	30 Comme	1	1	110
30	M-F 9a Dr Phil ...F..	150	30 Comme	1	1	150
Weekly Totals: Total Spots(Ord Spots)				65	65	

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250 International Dr.
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(864) 576-7777 FAX (864) 587-4480

Original

Client: Pat McCrory /R/ Governor/ NC	Submission Cost: 19855	Campaign Ref: E:120703020
Buyer: NC	Client/Product/Estimate: MCCRO /ORDR /C22C28	Sales Rep: HRP Washington, DC
Schedule Dates: 10/22/12 to 10/28/12	Weeks: 1	Order Ref: 06217681
Est./PO Number: 06217681	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	10/22	Total	Cost
31	Fri 9p ET / 8p CT Made In Jersey ...F..	900	30 Comme	Nbr of Spots 1	1	900
32	M-F 1230-2p ET CBS Soaps M.....	260	30 Comme	Nbr of Spots 1	1	260
33	M-F 5a News M.....	60	30 Comme	Nbr of Spots 1	1	60
34	M-F 530a News M.....	140	30 Comme	Nbr of Spots 1	1	140
35	M-F 6a News M.....	250	30 Comme	Nbr of Spots 1	1	250
36	M-F 730p Scene On 7 M.....	250	30 Comme	Nbr of Spots 1	1	250
37	M-F 8a CBS This Morning M.....	110	30 Comme	Nbr of Spots 1	1	110
38	Sat 6a NewsS.	50	30 Comme	Nbr of Spots 2	2	100
39	Sat 7p NewsS.	150	30 Comme	Nbr of Spots 1	1	150
40	Sun 1030a ET / 930a CT Face The NationS	275	30 Comme	Nbr of Spots 1	1	275
41	Sun 1135p Criminal Minds	125	30 Comme	Nbr of Spots 1	1	125
Weekly Totals:		Total Spots(Ord Spots)		65	65	

Smart Media Group - Alexandria
814 King St
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Pat McCrory /R/ Governor/ NC
Submission Number 387 Issue 2



WSPA-TV
250 International Dr.
Spartanburg SC 29303-6598
(864) 576-7777 FAX (864) 587-4480

Original

Client:	Pat McCrory /R/ Governor/ NC	Submission Code:	19855	Campaign Ref:	E:120703020
Buyer:	NC	Client/Product/Estimate:	MCCRO /ORDR /C22C28	Sale Rep:	HRP Washington, DC
Schedule Dates:	10/22/12 to 10/28/12	Weeks:	1	Order Ref:	06217681
Est./PO Number:	06217681	Contract type:	Political	Business Category:	POLITICAL
				Business Category:	Transactional

Ref	Sales Product Details	Rate	Spot Type	10/22	Total	Cost
42	Sun 6a NewsS	50	30 Comme	1	1	50
43	Sun 9a ET / 8a CT CBS Sunday Morning NewsS	275	30 Comme	2	2	550
44	M-F 5a News ...T...	60	30 Comme	1	1	60
45	M-F 530a News ...T...	140	30 Comme	1	1	140
46	M-F 6a News ...T...	250	30 Comme	1	1	250
47	M-F 730p Scene On 7 ...T...	250	30 Comme	1	1	250
48	M-F 8a CBS This Morning ...T...	110	30 Comme	1	1	110
49	M-F 9a Dr Phil ...T...	150	30 Comme	1	1	150
50	M-F 5a News ...T...	60	30 Comme	1	1	60
51	M-F 530a News ...T...	140	30 Comme	1	1	140
Weekly Totals: Total Spots(Ord Spots)				65	65	

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WSPA-TV
250 International Dr.
Spartanburg SC 29303-6899
(864) 576-7777 FAX (864) 587-4480

Original

Client:	Pat McCrory /R/ Governor/ NC	Submission Cost:	19855	Campaign Ref:	E:120703020
Buyer:	NC	Client/Product/Estimate:	MCCRO /ORDR /C22C28	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/22/12 to 10/28/12	Weeks:	1	Order Ref:	06217681
Est/PO Number:	06217681	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Ref	Sales Product Details	Rate	Spot Type	10/22	Total	Cost
52	M-F 6a News .T.....	250	30 Comme	Nbr of Spots 1	1	250
53	M-F 730p Scene On 7 .T.....	250	30 Comme	Nbr of Spots 1	1	250
54	M-F 8a CBS This Morning .T.....	110	30 Comme	Nbr of Spots 1	1	110
55	Tue 8p ET / 7p CT NCIS .T.....	2500	30 Comme	Nbr of Spots 1	1	2500
56	M-F 9a Dr Phil .T.....	150	30 Comme	Nbr of Spots 1	1	150
57	Tue 9p ET / 8p CT NCIS Los Angeles .T.....	1900	30 Comme	Nbr of Spots 1	1	1900
58	M-F 1135p ET / 1035p CT Late Show .W....	170	30 Comme	Nbr of Spots 1	1	170
59	M-F 1230-2p ET CBS Soaps .W....	260	30 Comme	Nbr of Spots 1	1	260
60	M-F 5a News .W....	60	30 Comme	Nbr of Spots 1	1	60
61	M-F 530a News .W....	140	30 Comme	Nbr of Spots 1	1	140
62	M-F 6a News .W....	250	30 Comme	Nbr of Spots 1	1	250
Weekly Totals: Total Spots(Ord Spots)				65	65	

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Ref	Sales Product Details	Rate	Spot Type	10/22	Total	Cost
63	M-F 730p Scene On 7 ..W....	250	30 Comme	1	1	250
64	M-F 8a CBS This Morning ..W....	110	30 Comme	1	1	110
Weekly Totals:		Total Spots(Ord Spots)		65	65	

Grand Totals		Month 10 Weeks: 4
Totals		10/22
Spots	65	65
Cost	19855	19855

Grand Totals:

Spots:	65
Gross Total:	19,855.00
Commission:	2,978.25
Net Total:	16,876.75

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP AUG1/12 15.23
CHANGES *** WSPA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	DATE	DATE	/WK	INVT	:	: SPTS
AGENCY ADVERTISER CODE = MCCRO												
AGENCY PRODUCT CODE = ORDR												
AGENCY EST# = C22C28												
21	S		800P-900P	30		\$400.00	10/27	10/27	0		SAT	0
PROGRAM : CSI												
RA35+ : 4.4												
ORD COM1: PROGRAM CHANGES SPOTS ARE BOOKED PLS ADV												
THIS IS A MAKE-GOOD FOR OCT27 ON LINE-8 FOR 1 SPOT/WK												
THIS IS A MAKE-GOOD FOR OCT23 ON LINE-13 FOR 1 SPOT/WK												

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP AUG1/12 15.23
CHANGES *** WSPA-TV ****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
22	S		1000P-1100P	30		\$1,200.00	10/23	10/23	0		TUE	0
PROGRAM : VEGAS RA35+ : 4.4 ORD COM1 : PROGRAM CHANGES SPOTS ARE BOOKED PLS ADV PART OF A MAKEGOOD MADE UP OF LINES 21-22												
23	A		1000P-1100P	30		\$1,200.00	10/26	10/26	1		FRI	1
PROGRAM : ADD 7/30 RA35+ : 9.3 CON COM1 : ADD 7/30												
24	A		1135P-1235A	30		\$170.00	10/26	10/26	1		FRI	1
PROGRAM : ADD 7/30 RA35+ : 2.8 CON COM1 : ADD 7/30												
25	A		1230P-200P	30		\$260.00	10/26	10/26	1		FRI	1
PROGRAM : ADD 7/30 RA35+ : 5.0 CON COM1 : ADD 7/30												
26	A		500A-530A	30		\$60.00	10/26	10/26	1		FRI	1
PROGRAM : ADD 7/30 RA35+ : 1.7 CON COM1 : ADD 7/30												
27	A		530A-600A	30		\$140.00	10/26	10/26	1		FRI	1
PROGRAM : ADD 7/30 RA35+ : 2.3 CON COM1 : ADD 7/30												
28	A		600A-700A	30		\$250.00	10/26	10/26	1		FRI	1
PROGRAM : ADD 7/30 RA35+ : 3.5 CON COM1 : ADD 7/30												
29	A		730P-800P	30		\$250.00	10/26	10/26	1		FRI	1
PROGRAM : ADD 7/30 RA35+ : 3.3 CON COM1 : ADD 7/30												

FAX# 703-516-9680
CREDIT RISK !!
HARRIS REPORT FROM REP AUG1/12 15.23
CHANGES *** WSPA-TV ****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
30	A		800A-900A PROGRAM : ADD 7/30 RA35+ : 2.1 CON COM1: ADD 7/30	30		\$110.00	10/26	10/26	1		FRI	1
31	A		900A-1000A PROGRAM : ADD 7/30 RA35+ : 4.6 CON COM1: ADD 7/30	30		\$150.00	10/26	10/26	1		FRI	1
32	A		900P-1000P PROGRAM : ADD 7/30 RA35+ : 7.4 CON COM1: ADD 7/30	30		\$900.00	10/26	10/26	1		FRI	1
33	A		1230P-200P PROGRAM : ADD 7/30 RA35+ : 5.0 CON COM1: ADD 7/30	30		\$260.00	10/22	10/22	1		MON	1
34	A		500A-530A PROGRAM : ADD 7/30 RA35+ : 1.7 CON COM1: ADD 7/30	30		\$60.00	10/22	10/22	1		MON	1
35	A		530A-600A PROGRAM : ADD 7/30 RA35+ : 2.3 CON COM1: ADD 7/30	30		\$140.00	10/22	10/22	1		MON	1
36	A		600A-700A PROGRAM : ADD 7/30 RA35+ : 3.5 CON COM1: ADD 7/30	30		\$250.00	10/22	10/22	1		MON	1
37	A		730P-800P PROGRAM : ADD 7/30 RA35+ : 3.3 CON COM1: ADD 7/30	30		\$250.00	10/22	10/22	1		MON	1

AUG1/12 15.23
*** WSPA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
38	A		800A-900A PROGRAM : ADD 7/30 RA35+ : 2.1 CON COM1: ADD 7/30	30		\$110.00	10/22	10/22	1		MON	1
39	A		600A-800A PROGRAM : ADD 7/30 RA35+ : 1.8 CON COM1: ADD 7/30	30		\$50.00	10/27	10/27	2		SAT	2
40	A		700P-730P PROGRAM : ADD 7/30 RA35+ : 2.6 CON COM1: ADD 7/30	30		\$150.00	10/27	10/27	1		SAT	1
41	A		800P-900P PROGRAM : MG CSI RA35+ : 4.4 CON COM1: MG CSI	30		\$400.00	10/27	10/27	1		SAT	1
42	A		1030A-1100A PROGRAM : ADD 7/30 RA35+ : 4.1 CON COM1: ADD 7/30	30		\$275.00	10/28	10/28	1		SUN	1
43	A		1135P-1235A PROGRAM : ADD 7/30 RA35+ : 1.8 CON COM1: ADD 7/30	30		\$125.00	10/28	10/28	1		SUN	1
44	A		600A-800A PROGRAM : ADD 7/30 RA35+ : 1.7 CON COM1: ADD 7/30	30		\$50.00	10/28	10/28	1		SUN	1
45	A		900A-1030A PROGRAM : ADD 7/30 RA35+ : 4.6 CON COM1: ADD 7/30	30		\$275.00	10/28	10/28	2		SUN	2

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP AUG1/12 15.23
CHANGES *** WSPA-TV ****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
46	A		500A-530A PROGRAM : ADD 7/30 RA35+ : 1.7 CON COM1: ADD 7/30	30		\$60.00	10/25	10/25	1		THU	1
47	A		530A-600A PROGRAM : ADD 7/30 RA35+ : 2.3 CON COM1: ADD 7/30	30		\$140.00	10/25	10/25	1		THU	1
48	A		600A-700A PROGRAM : ADD 7/30 RA35+ : 3.5 CON COM1: ADD 7/30	30		\$250.00	10/25	10/25	1		THU	1
49	A		730P-800P PROGRAM : ADD 7/30 RA35+ : 3.3 CON COM1: ADD 7/30	30		\$250.00	10/25	10/25	1		THU	1
50	A		800A-900A PROGRAM : ADD 7/30 RA35+ : 2.1 CON COM1: ADD 7/30	30		\$110.00	10/25	10/25	1		THU	1
51	A		900A-1000A PROGRAM : ADD 7/30 RA35+ : 4.6 CON COM1: ADD 7/30	30		\$150.00	10/25	10/25	1		THU	1
52	A		1000P-1100P PROGRAM : MG VEGAS RA35+ : 11.0 CON COM1: MG VEGAS	30		\$1,200.00	10/23	10/23	1		TUE	1
53	A		500A-530A PROGRAM : ADD 7/30 RA35+ : 1.7 CON COM1: ADD 7/30	30		\$60.00	10/23	10/23	1		TUE	1

AUG1/12 15.23
*** WSPA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
54	A		530A-600A PROGRAM : ADD 7/30 RA35+ : 2.3 CON COM1: ADD 7/30	30		\$140.00	10/23	10/23	1		TUE	1
55	A		600A-700A PROGRAM : ADD 7/30 RA35+ : 3.5 CON COM1: ADD 7/30	30		\$250.00	10/23	10/23	1		TUE	1
56	A		730P-800P PROGRAM : ADD 7/30 RA35+ : 3.3 CON COM1: ADD 7/30	30		\$250.00	10/23	10/23	1		TUE	1
57	A		800A-900A PROGRAM : ADD 7/30 RA35+ : 2.1 CON COM1: ADD 7/30	30		\$110.00	10/23	10/23	1		TUE	1
58	A		800P-900P PROGRAM : ADD 7/30 RA35+ : 19.7 CON COM1: ADD 7/30	30		\$2,500.00	10/23	10/23	1		TUE	1
59	A		900A-1000A PROGRAM : ADD 7/30 RA35+ : 4.6 CON COM1: ADD 7/30	30		\$150.00	10/23	10/23	1		TUE	1
60	A		900P-1000P PROGRAM : ADD 7/30 RA35+ : 15.3 CON COM1: ADD 7/30	30		\$1,900.00	10/23	10/23	1		TUE	1
61	A		1135P-1235A PROGRAM : ADD 7/30 RA35+ : 2.8 CON COM1: ADD 7/30	30		\$170.00	10/24	10/24	1		WED	1

REP HEADLINE# 6217681
 \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP AUG1/12 15.23
 CHANGES ** WSPA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
62	A		1230P-200P	30		\$260.00	10/24	10/24	1		WED	1
PROGRAM : ADD 7/30												
RA35+ : 5.0												
CON COM1 : ADD 7/30												
63	A		500A-530A	30		\$60.00	10/24	10/24	1		WED	1
PROGRAM : ADD 7/30												
RA35+ : 1.7												
CON COM1 : ADD 7/30												
64	A		530A-600A	30		\$140.00	10/24	10/24	1		WED	1
PROGRAM : ADD 7/30												
RA35+ : 2.3												
CON COM1 : ADD 7/30												
65	A		600A-700A	30		\$250.00	10/24	10/24	1		WED	1
PROGRAM : ADD 7/30												
RA35+ : 3.5												
CON COM1 : ADD 7/30												
66	A		730P-800P	30		\$250.00	10/24	10/24	1		WED	1
PROGRAM : ADD 7/30												
RA35+ : 3.3												
CON COM1 : ADD 7/30												
67	A		800A-900A	30		\$110.00	10/24	10/24	1		WED	1
PROGRAM : ADD 7/30												
RA35+ : 2.1												
CON COM1 : ADD 7/30												

OCT/12 19855.00

CONTRACT TOTAL 19855.00
 TOTAL SPOTS 65

REP HEADLINE# 6217681
\$\$\$ MOD#<1: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

AUG1/12 15.23
*** WSPA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	SPTS

MARKET TOTALS \$494,155 WSPA 30% WLOS 46% WYFF 16% WHNS 8% WYCW 0% WMYA 0% CABL 0%
WNEG 0%

SHARES ACCURATE

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE